

TO: DEVELOPMENT REVIEW BOARD **DATE:** August 21, 2003
FROM: CURRENT PLANNING SERVICES
SUBJECT: CASE 3-MS-2003
REQUEST: Approve Site Plan & Elevations for Community Sign District
PROJECT NAME: Lund Cadillac
LOCATION: Sec Loop 101 & Scottsdale Road

DEVELOPER/OWNER: John R Lund
ARCHITECT/DESIGNER: Perspective Architecture L L C
ENGINEER: Wood, Patel & Associates Inc.
APPLICANT/COORDINATOR: Perspective Architecture L L C/Tom Pansing
4425 E Vermont Ave
Phoenix, AZ 85018
602-809-6116

STAFF RECOMMENDATION: APPROVE subject to the stipulations listed below.

1. Architectural approval only, all signs require final plan review and approval.
2. Any major addition, change, or modification to this community sign district, as determined by the Planning and Development Services General Manager, requires Development Review Board approval.
3. Total quantity of the freestanding business identification signs for the project may not exceed four (4).
4. Signs on the elevated auto display pads are limited to the identification of the name of the Master Planned Community for the entire 160-acre project.

PUBLIC COMMENTS: No public comments have been received to date regarding signage for this application.

REQUEST: Approval of a new community sign district including freestanding and building wall signs.

LOCATION & ZONING: Located at the southeast corner of the Loop 101 Freeway and Scottsdale Road. The site is zoned C-4 PCD (Planned Community Development with General Commercial comparable zoning).

HISTORY: The 15.6-acre project is sited at the southern portion of the "Stacked 40's" development. The zoning case (20-ZN-02) established a set of amended development standards for the project and the community sign district are intended to give the site design the flexibility it needs to integrate the corporate branding elements. Through the adoption of the Planned Community District (PCD), this site, as well as the remainder of the 160 acre project to the north of the freeway alignment, was approved with a set of sign standards (See Attachment #) that provides this dealership with greater flexibilities with their master sign program. In addition, the C-4 zoning district design standards were

amended to specifically state that "...the comprehensive sign program shall encourage flexible signage opportunities which are greater than that of the underlying zoning district, but are appropriate to the character of the development..."

As the primary freestanding identifier, the project will use a twenty-three (23) feet in height "fin shaped" automobile manufacturer sign that is approximately one hundred twenty six (126) square feet in overall area. This sign will be located in the northeast portion of the site adjacent to the freeway on-ramp. The sign will consist of a stone veneer base supporting a metal panel with internally illuminated channel letters attached in the various manufacturers' copy and logo style. In addition, four (4) "blade shaped" monument signs for business identification will be displayed on the abutting street frontages. The monument signs will not exceed seven (7) feet in height and thirty (30) square feet in area. The signs will use a stone veneer accent with a smooth stucco finish applied to the panel. Internally illuminated channel letters will be affixed to the signs. Elevated master planned community sign displays will be located at the northeast and southeast corners of the development. The signage that will be located on the vehicle display pads will be limited to the identity of the Master Planned Community.

Building wall signage for the development will consist of illuminated channel and reverse channel metal letters in the manufacturers' logo and letter style. The letter height will range between four (4) and seven (7) feet. Placed in the grill-like architectural setting of the main entry is a jeweled Cadillac logo consisting of colored, textured and poured glass.

Staff has indicated to the applicant that the Hummer sign located on the roof (north elevation facing the freeway) is not consistent with the intent of the sign code. Staff has requested alternative approaches to signage on this elevation; however, the applicant is requesting this as presented.

RELATED CASES: 20-ZN-2002

Curtis Kozall
Report Author
480-312-7034

ATTACHMENTS:

- #1-Project Narrative
- #2-Context Aerial
- #3-Zoning Map
- #3A - 20-ZN-02- Amended Sign Standards
- #3B - 20-ZN-02 – C-4 PCD Amended Development Standards
- #4-Signage Site Plan
- #5-Sum Total Sign Area
- #6-Business Identification Building Wall Signs (Elevations)
- #7-Master Planned Community Signs
- #8-Signage Material Details

LUND CADILLAC

Project Narrative

General Motors is planning to launch an unprecedented array of new and future luxury vehicles from Cadillac, Hummer and Saab with Alfa Romeo at a future date. As part of this strategy, GM envisions these different brands being showcased in one flagship luxury complex.

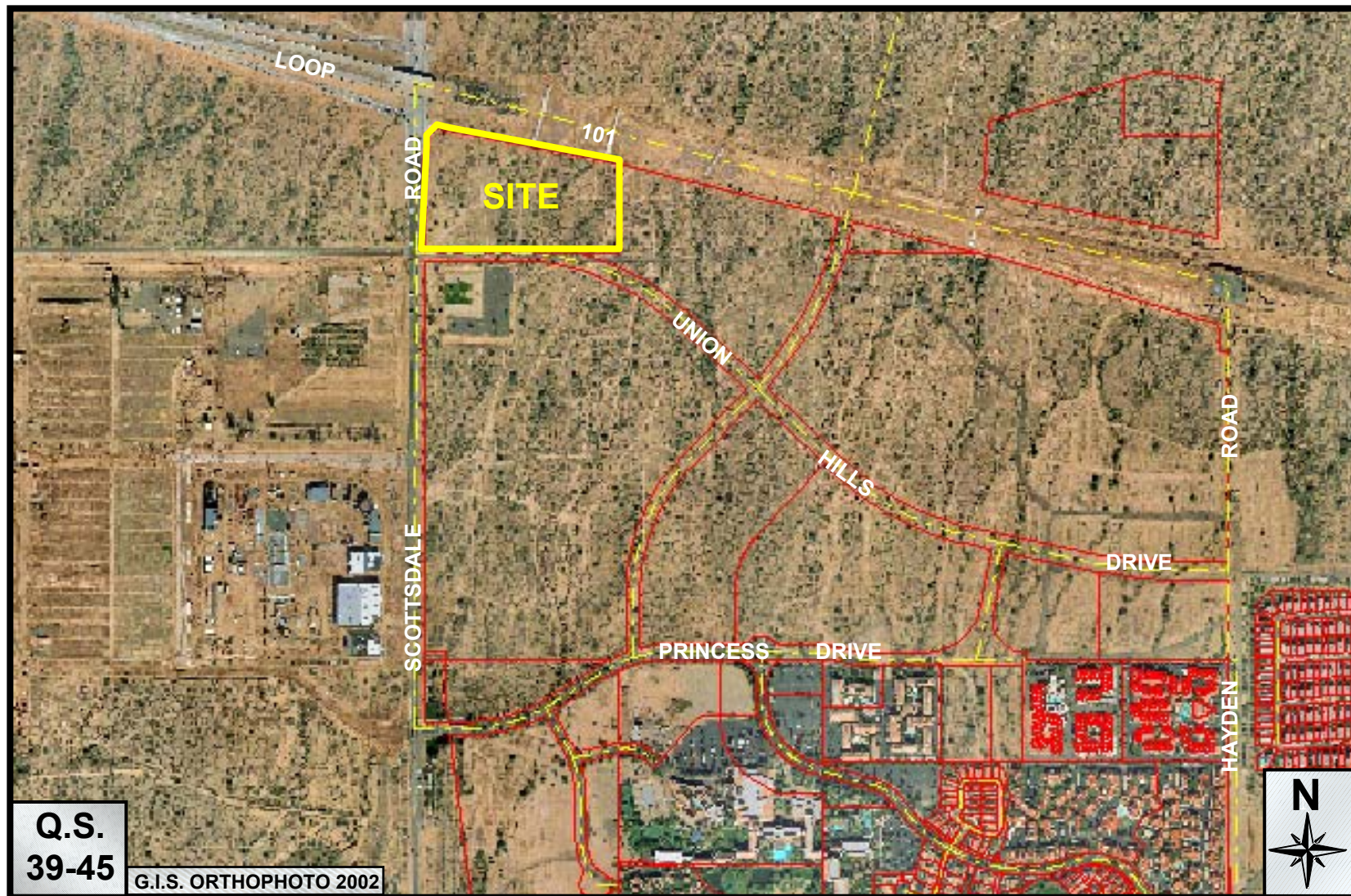
In the spirit of this vision, the Lund Organization is moving forward with building the world's first such facility at the southeast corner of Scottsdale Road and the 101 Freeway Loop in Scottsdale, Arizona.

The project consists of three showrooms organized upon a raised plaza: one each for Cadillac, Hummer, and Saab. (Alfa Romeo to be combined with the Saab facility at a future date). The buildings will be composed primarily of stucco and brushed stainless veneers, curtain wall glass and metal roofing, where exposed.

There will be one service facility for all makes of vehicles and it is accessed through a service drive directly behind the Cadillac building. Several smaller structures will house additional service operations, such as carwash and reconditioning. In the future a potential body shop will be located at the rear of the site.

In addition to the showrooms and service facilities, the complex will include an off-road test track that will allow customers of Hummer SUV's to test vehicle handling through a series of road obstacles. The test track will be located along the northeast corner of the property.

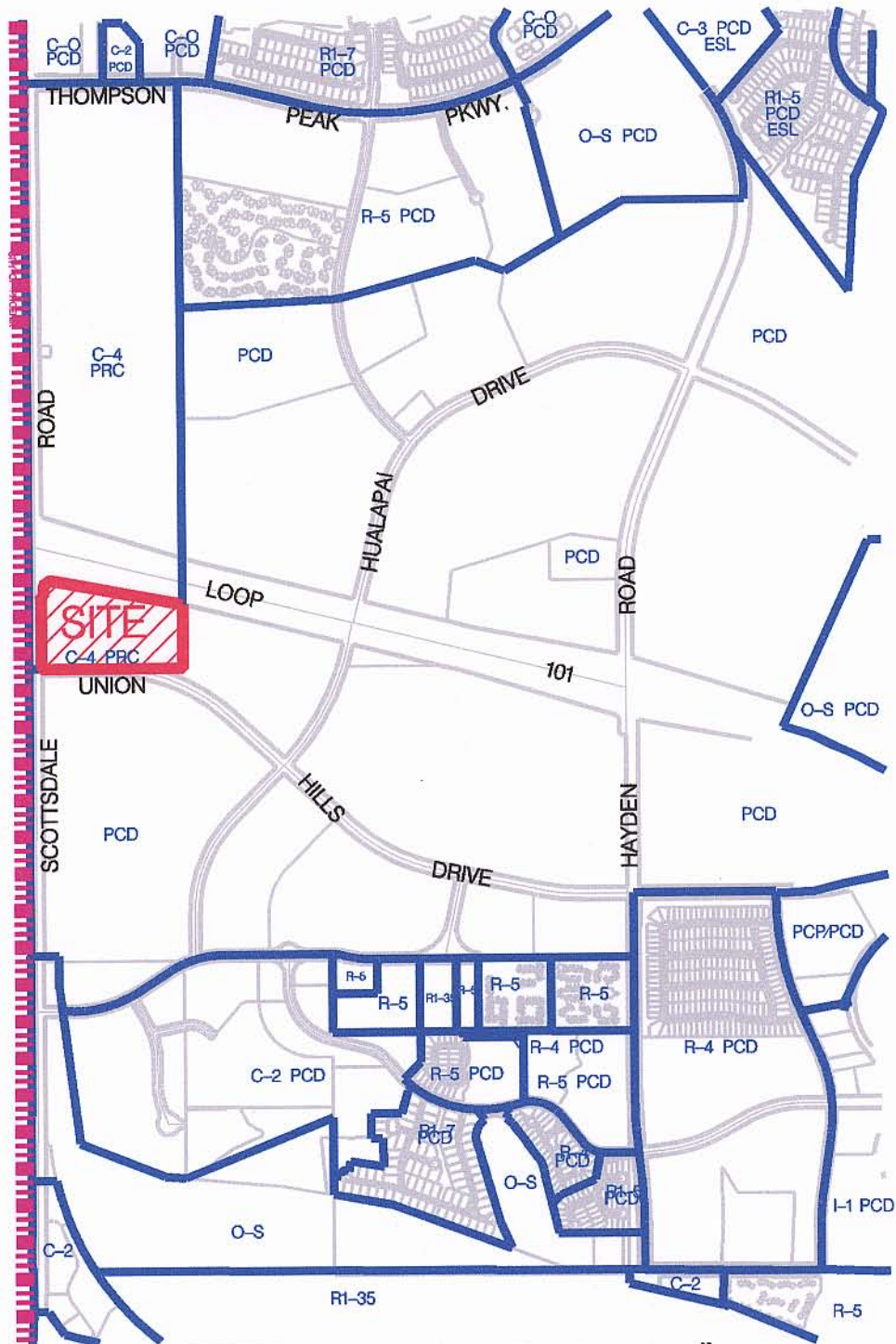
The buildings front onto prestigious Scottsdale Road and are centered on a formal entry drive. They rest in a resort-character desert landscape framed by the McDowell Mountains.



Lund Cadillac Signage

3-MS-2003

ATTACHMENT #2



3-MS-2003



Sec 8.501 Unspecified Uses in ...C-4... and PRC.

- I. *Individual Business Identification.*
- C. *Freestanding business identification signs.*
2. *Monument Signs.*
- d. The maximum height of such sign shall be ~~five (5)~~ seven (7) feet.
- c. The maximum vertical dimension of the cabinet or panel shall be ~~four (4)~~ five (5) feet.
- f. The maximum horizontal dimension of the cabinet or panel shall be ~~ten (10)~~ eighteen (18) feet.

II. Traffic Directional Signs.

- B. The maximum height of such sign shall be ~~three (3)~~ six (6) feet.
- D. The maximum area of a business name or logo on such sign shall be ~~one (1)~~ two (2) square foot feet.

VII. Sum Total Sign Area. The sum total sign area allowed for each use in these districts is ~~one and one-half (1½)~~ two (2) square feet for each one (1) lineal foot of building front foot.

Sec 8.512 Hotels, Motels, Inns and Guest Ranches (with one hundred one or more guest rooms)...

VI. [Sum Total Area.] The sum total area permitted for this use each hotel shall not exceed ninety-six (96) square feet.

Sec 8.514 Public Uses, Institutional Uses, Schools and Churches.

III. Traffic Directional Signs.

- B. The maximum height of such sign shall be ~~three (3)~~ six (6) feet.
- D. The maximum area of a business name or logo on such sign shall be ~~one (1)~~ two (2) square foot feet.

Sec 8.517 Multifamily and Duplex developments...

- I. *Residential Identification.*
- C. *Residential Entryway Signs.*
4. The maximum height of such sign shall be ~~five (5)~~ seven (7) feet.

II. Traffic Directional Signs.

- B. The maximum height of such sign shall be ~~three (3)~~ six (6) feet.
- D. The maximum area of a business name or logo on such sign shall be ~~one (1)~~ two (2) square foot feet.

III. [Sum Total Sign Area.] The sum total sign area permitted for such each use shall not exceed sixty (60) square feet.

Sec 8.519 Commercial Subdivisions.

Commercial subdivisions are allowed signs as follows:

- VI. The height of such sign shall not exceed ~~five (5)~~ seven (7) feet.

Sec 8.522 Banks.

1. *Business Identification*
- B. *Freestanding business identification signs.*
2. *Monument Signs.*
- b. The maximum height of such sign shall be ~~five (5)~~ seven (7) feet.
- c. The maximum vertical dimension of the cabinet or panel shall be ~~four (4)~~ five (5) feet.
- d. The maximum horizontal dimension of the cabinet or panel shall be ~~ten (10)~~ eighteen (18) feet.

Sec 8.525 Auto Dealerships.

- II. *Freestanding Business Identification Signs.*
- B. *Monument Signs.*
4. The maximum height of such sign shall be ~~five (5)~~ seven (7) feet.
5. The maximum vertical dimension of the cabinet or panel shall be ~~four (4)~~ five (5) feet.
6. The maximum horizontal dimension of the cabinet or panel shall be ~~ten (10)~~ eighteen (18) feet.

III. Traffic Directional Signs.

- B. The maximum height of such sign shall be ~~three (3)~~ six (6) feet.
- D. The maximum area of a business name or logo on such sign shall be ~~one (1)~~ two (2) square foot feet.

V. Automobile Manufacturer Signs.

- E. The maximum sign area for such sign shall not exceed 42 square feet and may be aggregated into a single sign not to exceed 126 square feet in which case the height shall be measured from the freeway back of curb.

VI. Sum Total Sign Area. The sum total sign area allowed for each use in these districts is one and one-half (1½) square feet for each one (1) lineal foot of building front-foot.

Sec 8.531- 8.534 Multiple-Tenant Commercial Buildings

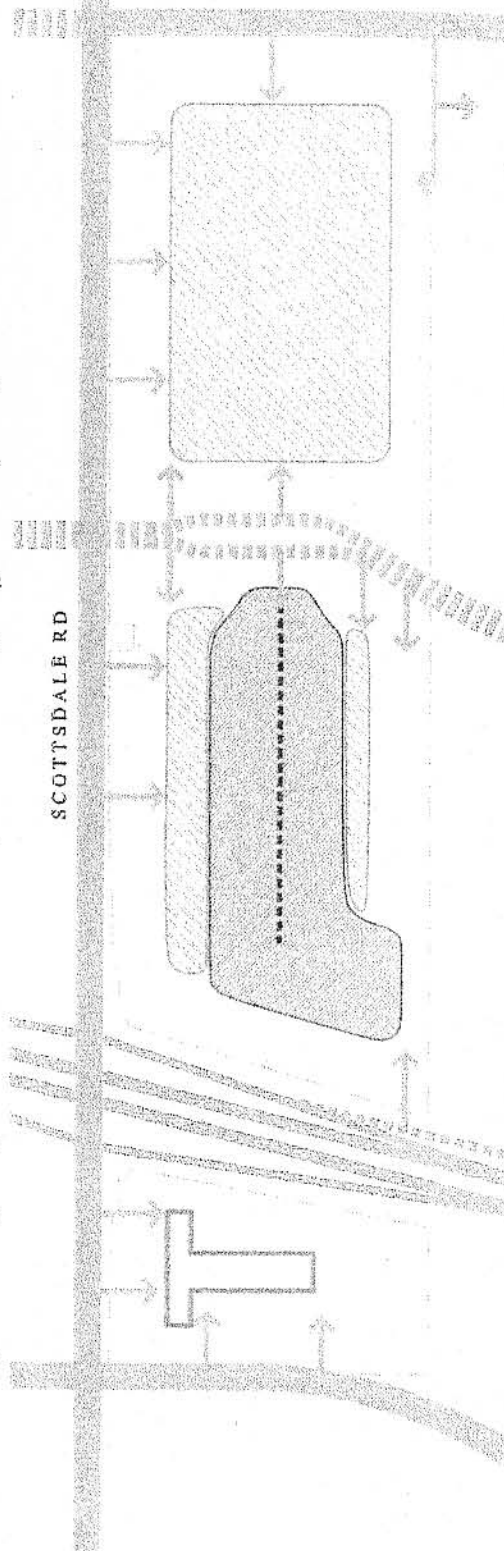
- II. *Freestanding Building Identification.*
- B. *Monument signs.*
4. The maximum height of such sign shall be ~~five (5)~~ seven (7) feet.
5. The maximum vertical dimension of the cabinet or panel shall be ~~four (4)~~ five (5) feet.
6. The horizontal dimension of the cabinet or panel shall be ~~ten (10)~~ eighteen (18) feet.

III. Traffic Directional Signs.

- B. The maximum height of such sign shall be ~~three (3)~~ six (6) feet.
- D. The maximum area of a business name or logo on such sign shall be ~~one (1)~~ two (2) square foot feet.

Sec 8.604 Subdivisions, Condominium and Multi-Family Directional Signs. [Temporary]

- II. *Uses in P.C. D. Zones.* A master sign plan shall be submitted at the time of application for the sign permit(s), which complies with the following criteria:
- B. The maximum height of an individual sign shall be ~~three (3)~~ five (5) feet. When combined with an open house directional [sign], the maximum height shall be ~~four (4)~~ five and one-half (5 ½) feet.



*MAIN STREET
May Have Visitor and/or
Pedestrian Circulation-Trolley
AMENDED FRONTAGE FOR THE
PURPOSE OF COMPUTING ALLOWABLE
SIGN AREA

SITE

☒ MAIN STREET RETAIL
DISTRICT (except)

☐ AREA GENERALLY NOT VISIBLE FROM
OFF PROPERTY (sign permits not required)

ATTACHMENT #3A



STACKED 40s
AMENDED SIGN STANDARDS

SCHEDULE H

Drawings and Specifications are instruments
of service and the property of the consultant
and may not be reproduced or used for any
purpose without the written permission of
Stacked Partners, LLC.



Stacked 40s C-4 Amended Development Standards

Schedule J

Sec. 5.1600. (C-4) GENERAL COMMERCIAL DISTRICT.

Sec. 5.1601. Purpose.

The C-4 district serves as the location for the heaviest type of activities found in the city, including warehousing, wholesaling and light manufacturing. Locations for C-4 zoning should be thoughtfully conceived so that the use of the property is adequately buffered from residential areas and so that highway frontage does not present a poor image of the community.

Sec. 5.1602. Approval required.

No structure or building shall be built or remodeled upon land in the C-4 district until Development Review [Board] approval has been obtained as outlined in article I, section 1.900 hereof. (Ord. No. 3225, § 1, 5-4-99)

Sec. 5.1603. Use regulations.

A. *Permitted uses.* Buildings, structures or premises shall be used and buildings and structures shall hereafter be erected, altered or enlarged only for the following uses:

1. Business and professional services.

- a. Business and professional office (limited to ten (10)) percent of gross building floor area development on a lot within a subdivision.
- b. Hospitals for animals including boarding and lodging provided that there shall be no open kennels maintained and provided that all facilities will be in soundproof buildings.
- c. School, private, operated as a commercial enterprise.
- d. Municipal uses.

e. Private and charter school having no room regularly used for housing or sleeping overnight. Subject to Development Review Board approval and compliance with standards including, but not limited to, the following as well as those otherwise required in the district.

- (1) Location: All proposed private and charter schools shall be located a minimum of five hundred (500) feet from any adult use.
- (2) Lot area: The minimum lot area shall be equal to that required for the district, except that no lot shall be less than forty-three thousand (43,000) square feet (net).
- (3) There shall be no outside speaker system or bells, if the school building is within one hundred (100) feet of a single-family dwelling or multifamily dwelling unit.
- (4) Open space: Per underlying zoning district open space requirements. All NAOS requirements of the district must be met and may be applied towards the overall open space requirements subject to compliance with NAOS standards.
- (5) Parking: Parking shall observe the front yard setbacks of the district for all frontages. One-third (1/3) of the required parking may be shared parking with other establishments present on site. Parking shall

be located and screened per the requirements of the district.

- (6) Outdoor recreation area: All outdoor playgrounds and recreation areas shall be enclosed by a wall or fence sufficient in height to protect the safety and welfare of the students and shall be located within the side or rear yard. Any playground or outdoor recreation area shall be located a minimum of fifty (50) feet from any residential district and screened by a minimum six-foot high wall.

- (7) Drop-off area: A drop-off area accommodating a minimum of five (5) vehicles shall be located along a sidewalk or landing area connected to the main entrance to the school. This area shall not include internal site traffic aisles, parking spaces, fire lanes, etc.

- (8) Any public trails or pedestrian connections shall be incorporated into the site plan and approved by the Development Review Board.

- (9) Circulation plan: The applicant shall submit a circulation plan to insure minimal conflicts between the student drop-off area, potential van and bus drop-off area, parking, access driveways, pedestrian and bicycle paths on site.

2. Manufacturing and processing.

- a. Beverage bottling.
- b. Blacksmith shop or welding shop.
- c. Boat building or repair.
- d. Cabinet shop.
- e. Cleaning and dyeing plant.
- f. Cosmetics manufacturing.

- g. Dairy products processing.
- h. Electronic components manufacturing.
- i. Furniture refinishing and manufacturing.
- j. Ice cream manufacturing.
- k. Ice plant or cold storage plant.
- l. Instrument manufacturing.
- m. Jewelry manufacturing.
- n. Meat or poultry processing, but not including slaughtering.
- o. Motion picture production.
- p. Musical instrument, games and toys manufacturing.
- q. Pharmaceutical manufacturing.
- r. Pottery manufacturing.
- s. Replating shop.
- t. Research and development laboratories.
- u. Sheet metal shop.
- v. Sign shop.
- w. Upholstering shop.

3. Retail sales.

- a. Appliance store.
- b. Automobile parts store.
- c. Awning or canvas store.
- d. Big box. Any single retail space (limited to permitted retail uses in this C-4 district) with a building footprint of equal to or greater than seventy-five thousand (75,000) square feet, if:

- (1) Primary access is not on a

local collector* street; and

Note: *At the request of the city the term residential has been changed to collector in this subsection.

- (2) Residential zoned property is not located within one thousand three hundred (1,300) feet of the Big box property line (except residential zoned properties separated from the Big box by the Pima Freeway or developed with non-residential uses).

However, Big box is not permitted in the Environmentally Sensitive Lands Supplementary District.

Also See Sections 1.403 and 5.1603.B.

- e. Boat sales.
- f. Building materials sales yard, including the sale of rock, sand and gravel as an incidental part of the main business but excluding concrete mixing.
- g. Carpet and floor covering store.
- h. Craft shop conducted in conjunction with retail business which includes ceramics, mosaics, fabrics, jewelry, leather goods, silk screening, dress designing, sculpturing and wood carving.
- i. Furniture store.
- j. Ice distributing station.
- k. Motorcycle sales.
- l. Plant nursery.
- m. Recreational vehicles and camper sales.
- n. Swimming pool sales office, including display pools and equipment storage.
- o. Tire shop including recapping.

4. Wholesale sales.

- a. Wholesale sales of any commodity allowed as retail sales in the City of Scottsdale.

5. Services.

- a. Animal boarding kennel, provided that there shall be no open kennels maintained and provided that all facilities will be in soundproof buildings.
- b. Appliance repair.
- c. Automated or coin-operated carwash.
- d. Automobile rental or leasing.
- e. Automobile storage garage.
- f. Automotive repair.
- g. Boat building or repair.
- h. Broadcasting station and studio, radio or television, but not including sending or receiving tower.
- i. Emissions testing facility.
- j. Equipment rental or sales.
- k. Equipment storage.
- l. Frozen food locker.
- m. General or subcontractors.
- n. Printing, lithography, publishing or photostating establishment.
- o. Public utility service or storage yard.
- p. Recyclable material collection center.
- q. Trailer repair.
- r. Unoccupied recreational vehicle storage.

- s. Warehouses.
- 6. Other uses.
 - a. Accessory buildings.
 - b. Automobile sales, new or used.
 - c. Personal wireless service facilities; minor, subject to the requirements of sections 1.906, 3.100 and 7.200.
 - d. Temporary buildings for uses incidental to construction work, to be removed upon completion or abandonment of construction work.

B. Uses permitted by conditional use permit.

- 1. Amusement park.
- 2. Big box. Any single retail space (limited to permitted retail uses in this C-4 district) with a building footprint of equal to or greater than seventy-five thousand (75,000) square feet, if:
 - a. Primary access is on a local residential street; or
 - b. Residential zoned property is located within one thousand three hundred (1,300) feet of the Big box property line (except residential zoned properties separated from the Big box by the Pima Freeway or developed with non-residential uses).

However, Big box is not permitted in the Environmentally Sensitive Lands Supplementary District.

For Use Permit Provisions and Criteria, See Section 1.403.

- 3. Broadcasting station and studio, commercial; commercial radio or television, including sending or receiving towers.
- 4. Gasoline service station (see section 1.403 for criteria).
- 5. Outdoor sales display area.

- 6. Internalized community storage (see section 1.403 for criteria).
- 7. Personal wireless service facilities; major, subject to the requirements of sections 1.400, 3.100 and 7.200.
- 8. Seasonal art festival.

(Ord. No. 1903, § 1, 9-2-86; Ord. No. 1971, § 1, 8-4-87; Ord. No. 2311, § 1, 8-21-90; Ord. No. 2430, § 1, 1-21-92; Ord. No. 2654, § 1, 4-19-94; Ord. No. 2831, § 1, 9-19-95; Ord. No. 2901, § 1, 4-16-96; Ord. No. 3048, § 2, 10-7-97; Ord. No. 3034, § 1, 11-4-97; Ord. No. 3103, § 1, 1-6-98; Ord. No. 3225, § 1, 5-4-99; Ord. No. 3394, 6-19-01)

Editors Note: The arabic numbers for uses in paragraphs A and B above were not present in Ord. No. 1903. As they were present prior to enactment of Ord. No. 1903, the arabic numbers have been editorially supplied.

Sec. 5.1604. Property development standards.

The following property development standards shall apply to all land and buildings in the C-4 district.

- A. *Floor area ratio.* In no case shall the gross floor area of a structure exceed the amount equal to eight-tenths multiplied by net lot area in square feet.
- B. *Volume ratio.* In no case shall the volume of any structure exceed the product of the net lot area in square feet multiplied by 9.6 feet.
- C. *Open space requirement.*

- 1. In no case shall the open space requirement be less than ten (10) percent of the net lot area ~~for zero (0) feet to twelve (12) feet of height, plus four-tenths percent of the net lot for each foot of height above twelve (12) feet, and shall not be required to exceed twenty (20) percent of the net lot area.~~ Open space shall be provided in general conformance with the Open Space Plan.

- 2. Open space required under this section shall be exclusive of parking lot landscaping required under the

provisions of article IX of this ordinance, and shall include the Scenic Corridor and perimeter landscape, regardless of property ownership.

D. *Building height.* No building shall exceed ~~thirty-six (36)~~ **forty-five (45)** feet in height **as measured from the lowest floor elevation** except as otherwise provided in article VII.

E. *Density.* No requirement.

F. *Yards.*

1. Front Yard.

- a. No front yard is required except as listed in the following three (3) paragraphs and in article VII hereof, unless a block is partly in a residential district, in which event the front yard regulations of the residential district shall apply.
- b. A minimum of ~~one-half~~ **twenty-five (25) percent** of the open space requirement depicted on the Open Space Plan shall be incorporated as frontage open space within the Scenic Corridor on Scottsdale Road and the landscape setback on Union Hills Drive to provide a setting for the building and a streetscape containing a variety of spaces.
- c. Where parking occurs between a building and the street a yard of ~~thirty~~ **twenty-five (25)** feet in depth shall be maintained, regardless of property ownership. This depth may be decreased to a minimum of twenty (20) feet subject to Section 10.402.D.3.

2. Side Yard.

- a. A side yard of not less than fifty (50) feet shall be maintained where the side of the lot abuts a single-family residential district or abuts an alley which is adjacent to a single-family residential district. The fifty (50) feet may include the

width of the alley.

- b. A side yard of not less than twenty-five (25) feet shall be maintained where the side lot abuts a multiple-family residential district. The twenty-five (25) feet may include any alley adjacent to the multiple-family residential district.

3. Rear Yard.

- a. A rear yard of not less than fifty (50) feet shall be maintained where the rear lot abuts a single-family residential district or abuts an alley which is adjacent to the single-family residential district. The fifty (50) feet may include the width of the alley.
 - b. A rear yard of not less than twenty-five (25) feet shall be maintained where the rear lot abuts a multiple-family residential district. The twenty-five (25) feet may include any alley adjacent to the multiple-family residential district.
4. All ~~operations and storage~~ shall be conducted within ~~a completely an~~ enclosed building or within an area contained by a wall or fence as determined by Development Review [Board] approval or use permit.
5. Other requirements and exceptions as specified in article VII.
- (Ord. No. 1840, § 1, 10-15-85; Ord. No. 2818, § 1, 10-17-95)

Sec. 5.1605. Off-street parking.

The provisions of article IX shall apply.

Sec. 5.1606. Signs.

The provisions of article VIII shall apply except ~~a master sign plan shall be submitted at the time of development review application that a~~ community sign district shall be formed which proposes a comprehensive sign program. The comprehensive sign program shall encourage flexible signage opportunities which are greater than that of the underlying zoning district, but are appropriate to the character of the development.

provide adequate identification and information,
provide a good visual environment, promote
traffic safety and are regulated to the extent
necessary to be consistent with the purpose and
intent of article VIII.

The comprehensive sign program may
allow signage which in number, size and total
sign budget exceeds the maximum otherwise
allowed by the provisions of article VIII by
twenty-five (25) percent or as amended by
Schedule H, Signage, whichever is greater.



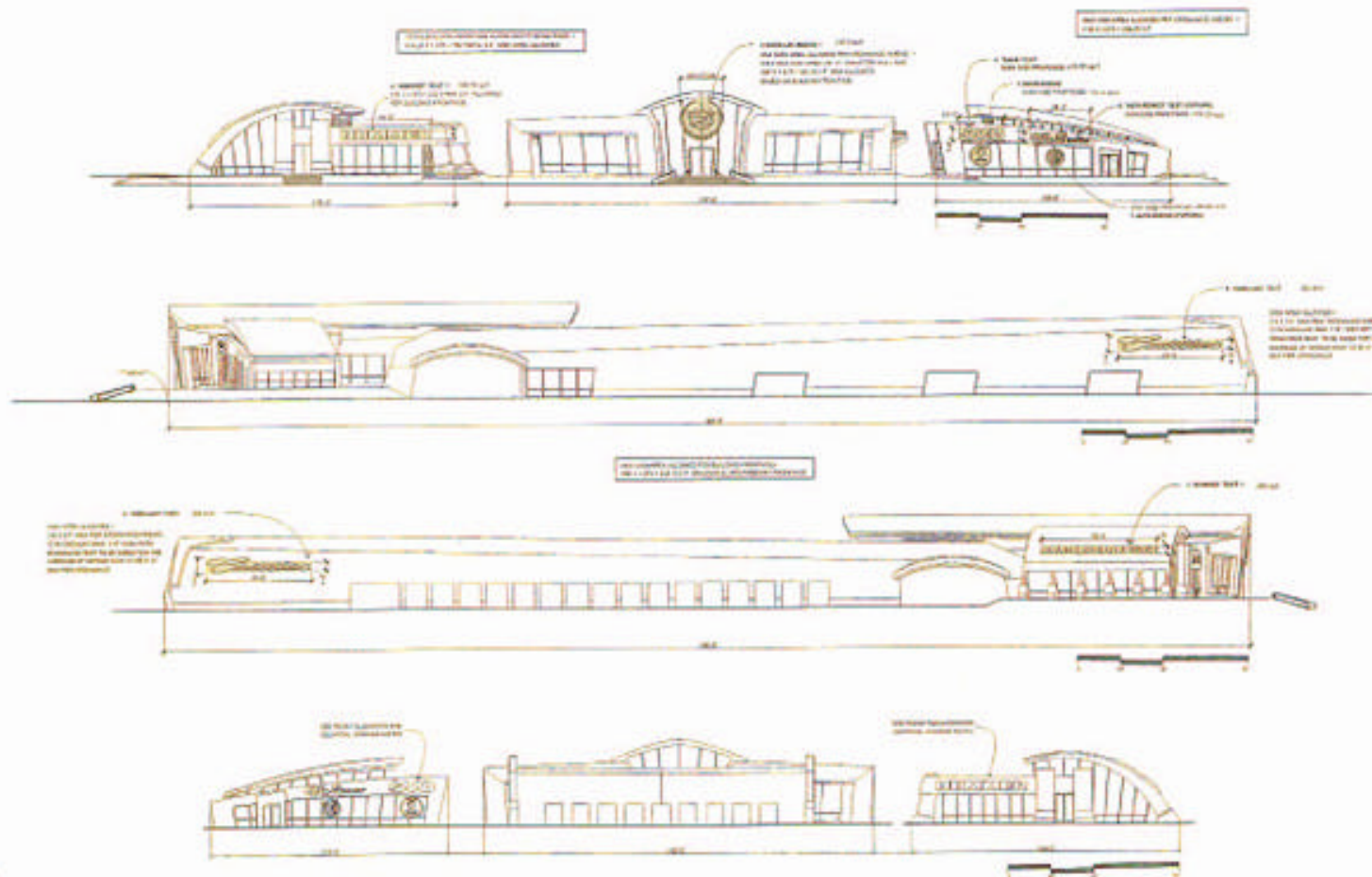
ATTACHMENT #4

3-MS-2003

[illegible]

STACKED 405 PLANNING UNIT ONE
COMPREHENSIVE MASTER SIGN PROGRAM

BUILDING SIGNAGE
 BUSINESS IDENTIFICATION SIGNAGE



BUSINESS IDENTIFICATION SIGNAGE

LUND



HUMMER



PAGE 4

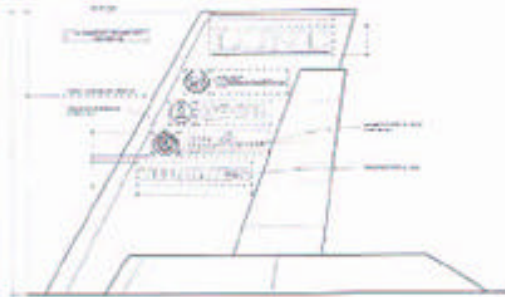
SCOTTSDALE, ARIZONA

LUND    **HUMMER**





* FREESTANDING BUSINESS IDENTIFICATION MONUMENT SIGNS



* AUTOMOTIVE MANUFACTURER SIGN



* MASTER PLANNED COMMUNITY SIGNS

SCOTTSDALE, ARIZONA

STACKED405 PLANNING UNIT ONE
COMPREHENSIVE MASTER SIGN PROGRAM
SIGN TYPES

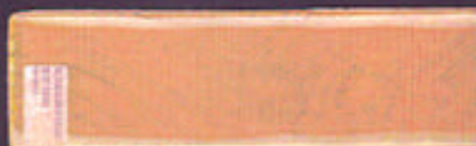


SIGN LOCATIONS

- * FREESTANDING BUSINESS IDENTIFICATION MONUMENT SIGN
- * AUTOMOTIVE MANUFACTURER SIGN
- * TRAFFIC DIRECTIONAL SIGN
- * MASTER PLANNED COMMUNITY SIGN
- * BUSINESS IDENTIFICATION SIGNING STOP SIGN

COMPREHENSIVE MASTER SIGN PROGRAM

SIGNAGE MATERIALS DETAILS



MD 207-BRUSHED



MD 231-ANINE



MD 231-ANINE



PLEXIGLASS



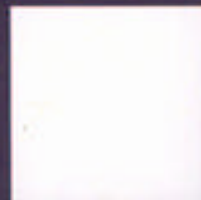
PLEXIGLASS



GLASS



PLEXIGLASS



PLEXIGLASS



MD 202-FLOW

MD 720 PRISM GLASS

ATTACHMENT #8



SCOTTSDALE, ARIZONA

LUND



HUMMER